

Message Text

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63

ACTION EUR-12

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TAGS: BEXP,BE
SUBJECT: PROPACK AND INDUSTRIAL EQUIPMENT FAIRS

REF: (A) BRUSSELS 9762 (NOTAL, (B) BRUSSELS 7624 (NOTAL)
(C) BRUSSELS 7157 (NOTAL)

1CONTRARY TO INFORMATION CONTAINED REFTEL A,RESPONSIBLE
AUTHORITIES HAVE DECIDED TO SEPARATE TIMING OF PROPACK AND
INDUSTRIAL EQUIPMENT FAIRS.ACCORDING TO MR.MICHEL,AN
OFFICIAL WITH BRUSSELS INTERNATIONAL FAIR AUTHORITY,
INDUSTRIAL EQUIPMENT SHOW IS DEFINITELY SET FOR MAY 28
THROUGH JUNE 1, 1978.PROPACK IS ALSO FIRMLY SCHEDULED
FOR FEBRUARY 13-18, 1979.

2.WE BELIEVE THAT IT IS NOT TOO EARLY TO BEGIN CONSIDERING
HOW WE MIGHT USEFULLY PARTICIPATE IN THESE TWO IMPORTANT
FAIRS.ACCORDINGLY,WE RECOMMEND THE FOLLOWING:
A.INDUSTRIAL EQUIPMENT FAIR -- OUR 1978 CCP CAMPAIGNS
WILL PROBABLY INCLUDE METALWORKING AND FINISHING
EQUIPMENT LABORATORY INSTRUMENTS,PROCESS CONTROL
INSTRUMENTATION AND BUSINESS EQUIPMENT AND SYSTEMS.
PORTIONS OF ALL OF THESE CAMPAIGNS FIT INTO THE PARAMETERS
OF THE INDUSTRIAL EQUIPMENT FAIR.WE RECOMMEND THAT WE
GIVE SERIOUS CONSIDERATION TO PARTICIPATING IN THIS FAIR,
AND WE SUGGEST THAT THE NEW INTERNATIONAL TRADE CENTER AT
COLOGNE BE INVITED TO ASSUME RESPONSIBILITY FOR THIS
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PARTICIPATION IN ONE OF ITS EARLY EFFORTS TO WORK OUTISE

OF THE FEDERAL REPUBLIC OF GERMANY. AS REPORTED REFTEL C,
THIS IS FAIRLY SMALL SHOW BUT SEEMINGLY ONE WORTH AND
EFFORT ON OUR PART.

B. PROPACK -- WHILE NO DETAILED CONSIDERATION HAS
BEEN GIVEN TO CONTINUING FOOD PROCESSING AND PACKAGING
CAMPAIGN INTO FY 79 CCP. AS INDICATED REFTEL B,
WE QUESTION SCHEDULING OF TRADE MISSION IN FY 77 AND CATALOG SHOW
IN FY 78 ON THIS SAME THME. WE WOULD PROPOSE THAT CATALOG
SHOW, IN ANY CASE, BE DEFERRED UNTIL FEBRUARY 1979 PROPACK
FAIR.
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